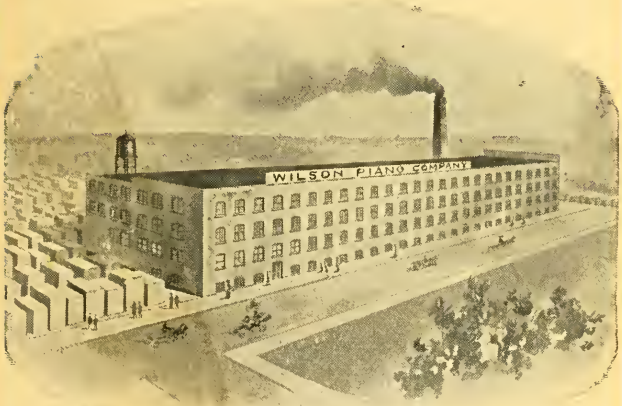
WILSON

UPRIGHT *and* PLAYER

PIANOS



FACTORY AND OFFICES
FIRST AND BECKER STS.
MILWAUKEE, WIS.

WILSON PIANO CO.

TRADE MARK

OUR MOTTO KEEP THE QUALITY UP.

ML452
W75
TC

Material and Construction

The material used in Wilson pianos is invariably of the best. The choicest of woods are selected for the cases. The highest grade of strings are secured to insure the greatest tensil strength. The hammers are of the best felts and, throughout the entire instrument, the greatest care is observed to keep the quality of the various parts uniformily good and equally reliable.

In construction the Wilson pianos present every advantage known to experience and skill. The sound-boards are constructed upon the most scientific basis, and they are so adjusted as to insure the amplitude of sound for which only distinguished pianos are noted. The backs are of great solidity and firmness. The cases are not only handsome in design and elegant in finish, but are so constructed as to defy the changes of the elements and the wear of time. The iron plate, which extends entirely over the heavy pin-block, is of ample strength to sustain the heavy pull of the strings, in which service it reinforces the massive upright posts and frame work. In a word, the construction of the Wilson pianos is such as to minimize the effects of wear and time which must prove disastrous to instruments less substantially built.

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Player-Piano Perfection

The Wilson player-pianos are, in effect, Wilson pianos into which have been installed the most perfect player actions. Wilson player-pianos are, however especially built from first to last, with a view to having the piano itself in perfect accord with the player mechanism, and sufficiently reinforced in its material parts to withstand the often severe work put upon it by the pneumatically operated mechanism.

In tonal effects, power, and beauty of finish, Wilson player pianos are identical with Wilson pianos. The player action, which transforms the instrument from the hand-played piano to the marvelous instrument actuated by pneumatics, is at once powerful and delicate in its responsive effects. It is simple in construction, but it is easily capable of all the changes from sweetness to power and to all of the dynamic effects exacted by the most artistic interpreter.

Wilson player-pianos possess every known improvement and in some respects they excel any other player-pianos in the market. They possess the same musical qualities as the Wilson piano, and the same general excellences for the designation of which the word "quality" is commonly employed. They are, in a word, quality instruments, and in this quality is found the secret of the great success which has been attained by the pianos of this make.

High Quality Always

In the selection of a piano, or a player-piano, the first requisite is quality. The indescribable something by which one piano is made to surpass, in all that makes the instruments musical, the characteristics of its competitors is to be found developed to the highest degree in the Wilson instruments. It is in this quality of tone and in the perfection of finish, durability of construction and excellance of material, that the manufacturers of Wilson pianos and player-pianos have their pride, no less than maintain confidence in the future progress of their industry.

Wilson pianos and player-pianos are made for intelligent musical people. They are sold with an absolutely guaranty of quality, and this guaranty is unqualified and in a sense unlimited. It is the urgent desire of the manufacturers of Wilson instruments that any shadow of discontent be promptly reported, when the dissatisfaction will be removed and the reputation of the Wilson instruments sustained at any cost. In the many years during which Wilson pianos have been manufactured there has never been the least cause for complaint, and the universal verdict of the piano buying public has been that these instruments not only sustain the highest commendation of their makers, but maintain the reputation which their merits have gained.

Style "P" **Retail Price $750**

Description: Overstrung, small Grand Scale, full bronzed plate, imported music wire, copper strings, ivory keys, enameled sharps, brass trimmed throughout. Beautiful Art style case; Mahogany, Oak or Walnut. The Player Action proper finished to harmonize with case.

Special Features: Brass tubing, automatic tracker device, silent travel button, brass slide, five point motor.

Height, 4 feet 7½ inches; width, 5 feet 3 inches; depth, 2 feet 4½ inches Warranted ten years.

Wilson Piano Company

Manufacturers Milwaukee, Wis.

Style "N" **Retail Price $650**

Description: The Style "N" Player Case is built especially adaptable to the inside Player. It has an overstrung scale, bronzed plate, bushed tuning pins, imported music wire, copper bass strings, brass flange action, and brass trimmings throughout, also ivory keys and enameled sharps

Special Features: Five point motor, metal tubing, Patented flexible fingers giving the most human expression to the music played. Cut-in panel slide, patented automatic tracker device, and automatic sustaining pedal. Made in Walnut, Oak and Mahogany veneer.

Height, 4 feet 9 inches; width, 5 feet 3 inches; depth, 2 feet 4½ inches. Warranted ten years

Wilson Piano Company

Manufacturers Milwaukee, Wis.

Style "X" **Retail Price $600**

Description: Colonial Case, artistic design The style "X" 88 note Player Action is considered the easiest pedaling Player in existance.

Special Features: Complete brass motor, absolutely moisture proof. The wooden parts of Player Action are made of polished rock maple. Self cleaning brass nut caps. Lower panel has automatic slide and pedals fold in out of sight. Small grand scale with three strings in upper bass, imported music wire, copper bass strings, all hardware trimmed in brass throughout. Eight-post back. Made in Oak, Walnut or Mahogany veneer

Height, 4 feet 7 inches; width, 4 feet 3 inches; depth, 2 feet 3 inches. Warranted ten years.

Wilson Piano Company

Manufacturers Milwaukee, Wis.

Style "L" **Retail Price $550**

Description: Case Construction: Art Case, double veneered, (inside with Bird's Eye Maple) plain and legant. Manufactured in selected Burl Walnut, Fancy Mahogany, and Oak. Fancy white spruce sounding board fancy six post veneered back, varnished and polished.

Partial Description: 7⅓ octaves, Grand Scale, full bronzed plate, special built up bass, copper wound strings, three strings to each note. Nickeled bushed tuning pins, double repeating action with brass flange, German imported Kemnitz Hammers all hardware trimmings are brass with brass pedals, silent steel trap work, best ivory keys and ebony sharps.

Height. 4 feet 7½ inches. Width, 5 feet 3 inches. Depth. 2 feet 3 inches

Warranted ten years.

Wilson Pianos Look Good

They're built right. The veneer is of the choicest quality and the finish is everything you could desire.

Style "D" **Retail Price $500**

Description: Case Construction: Elegant massive case, double veneered, Empire top. Manufactured in Mahogany, Burl Walnut and fancy Oak. white spruce sounding board, heavy six post Bird's Eye Maple veneered back, varnished and polished.

Partial Description: 7⅓ octaves, full bronzed plate, bushed pins. genuine copper wound bass, patent double repeating brass flange action, brass hammer rail. 14 lb Kemnitz Hammer, silent steel trap work, all hardware trimmings are brass with genuine ivory keys and enameled sharps

Height, 4 feet 9 inches. Width, 5 feet 4 inches
Depth, 2 feet 3 inches.

Warranted ten years

The Quality is There

To possess a piano having these tone-qualities is without question the desire of every intelligent buyer.

Style "M" **Retail Price $475**

Description: Beautiful, double veneered case, inside with bird's-eye maple, varnished and finished in natural color. The case is of a semi-Colonial style with Colonial veneered trusses and pilasters. Swinging music desk with cut-in panel. Furnished with a handsome carving or plain, as desired. Finest selected spruce sounding board with ribs mortised into lining. Heavy six-post elm grooved back. Made in selected Oak, Walnut or Mahogany veneers. The scale is evenly balanced and overstrung, 7⅓ octaves, full iron plate finished in bronze, bushed tuning pins, imported music wire with full copper wound bass strings, brass flange action, brass action rail, 11 pound felt hammers, genuine ivory keys and enameled sharps. All hardware trimmings in this Piano are brass, with continuous brass hinges on top and fall, and three brass-capped pedals. Best silent trap-work.

Height, 4 feet 9 inches. Width, 5 feet 4 inches.
Depth, 2 feet 3 inches. Warranted ten years

They Possess the Class

To make a piano of the Wilson Quality is the aim of every manufacturer of high grade pianos.

Style "Q" **Retail Price $450**

Description; Very attractive case, designed plain and elegant. Double veneered, inside with bird's-eye maple; automatic, swinging music desk; highly polished veneered trusses and pilasters; continuous brass hinges on top and fall; double repeating brass flange action; heavy felt hammers; all hardware trimmings are brass including brass action rail, and three brass-capped horn pedals. New improved scale, 7⅓ octaves; bushed tuning pins, copper wound bass strings, imported music wire; ivory keys and enameled sharps. The back is of elm with six heavy grooved posts; the sounding board is of good mountain spruce with ribs mortised into lining
Elegant veneers in Mahogany, Oak or Walnut

Height, 4 feet 9 inches. Width, 5 feet 4 inches.
Depth, 2 feet 3 inches. Warranted ten years.

Wilson Pianos are manufactured with the firm belief that to be merely "good" is not enough.

Style "K" **Retail Price $375**

Description: Case Construction: Attractive case double veneered, inside with Bird's Eye Maple. Manufactured in a choice quality of Oak, Walnut or Mahogany. The top panel is cut in with a handsome carving or plain as desired, heavy six post maple back, spruce sounding Board

Partial Description: Perfect scale, full bronzed plate, bushed tuning pins, imported music wire, patent double repeating action, hardware trimmings are nickel plated with German silver hammer rail, and continuous hinges on top and fall, genuine ivory keys and enameled sharps.

Height, 4 feet 9 inches. Width, 5 feet 2¾ inches
Depth, 2 feet 3 inches.

Warranted ten years

Wilson Pianos are safe to buy as they never disappoint the most critical.